AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

1-76. (Canceled)

77. (Currently Amended) A method of acidizing a subterranean formation penetrated by a well bore comprising the steps of:

providing a permeability-modifying aqueous treatment fluid comprising

a relative permeability modifier comprising a hydrophobically modified water-soluble polymer that comprises polar heteroatoms within the polymer backbone, wherein the hydrophobically modified water-soluble polymer is capable of reducing reduces the permeability of the subterranean formation to an aqueous-based fluid, or a hydrophilically modified water-soluble polymer that comprises a polymer backbone comprising polar heteroatoms, wherein the hydrophilically modified water-soluble polymer is a reaction product of a hydrophilic polymer and a hydrophilic compound;

providing an acidizing treatment fluid;

injecting the permeability-modifying aqueous treatment fluid into the subterranean formation; and

injecting the acidizing treatment fluid into the subterranean formation.

- 78. (Original) The method of claim 77 wherein the permeability-modifying aqueous treatment fluid further comprises an aqueous-based fluid.
- 79. (Original) The method of claim 77 wherein the relative permeability modifier reduces the permeability of the treated zone of the subterranean formation to aqueous-based fluids, thereby diverting the acidizing treatment fluid to other zones of the subterranean formation.
- 80. (Original) The method of claim 77 wherein the relative permeability modifier has a molecular weight in the range of from about 100,000 to about 10,000,000.
- 81. (Currently Amended) The method of claim 77 wherein the polar heteroatoms present within the polymer backbone of the hydrophobically modified water-soluble polymer emprise are selected from the group consisting of oxygen, nitrogen, sulfur, or and phosphorous.
- 82. (Original) The method of claim 77 wherein the hydrophobically modified water-soluble polymer is present in the permeability-modifying aqueous treatment fluid in an amount

in the range of from about 0.02% to about 10% by weight of the permeability-modifying aqueous treatment fluid.

- 83. (Original) The method of claim 77 wherein the hydrophobically modified water-soluble polymer is a reaction product of a hydrophilic polymer that comprises a polymer backbone comprising polar heteroatoms and a hydrophobic compound.
- 84. (Currently Amended) The method of claim 83 wherein the hydrophilic polymer emprises is selected from the group consisting of a cellulose, a polyamide, a polyetheramine, a polyhydroxyetheramine, a polysulfone, or and a starch.
 - 85. (Original) The method of claim 84 wherein the starch comprises a cationic starch.
- 86. (Currently Amended) The method of claim 83 wherein the hydrophobic compound comprises is selected from the group consisting of an alkyl halide, a sulfonate, a sulfate, or and an organic acid derivative.
- 87. (Currently Amended) The method of claim 86 wherein the organic acid derivative comprises is selected from the group consisting of an octenyl succinic acid; a dodecenyl succinic acid; or and an anhydride, ester, or amide of octenyl succinic acid or dodecenyl succinic acid.
- 88. (Original) The method of claim 83 wherein the hydrophobic compound has an alkyl chain length of from about 4 to about 22 carbons.
 - 89. (Canceled)
 - 90. (Canceled)
 - 91. (Canceled)
 - 92. (Canceled)
 - 93. (Canceled)
 - 94. (Canceled)
 - 95. (Canceled)
 - 96. (Canceled)
 - 97. (Canceled)
 - 98. (Canceled)
 - 99. (Canceled)
 - 100. (Canceled)
 - 101. (Canceled)
 - 102. (Canceled)

- 103. (Canceled)
- 104. (Canceled)
- 105. (Canceled)
- 106. (Canceled)
- 107. (Original) The method of claim 77 wherein the permeability-modifying aqueous treatment fluid further comprises a gelling agent.
- 108. (Original) The method of claim 107 wherein the permeability-modifying aqueous treatment fluid further comprises proppant.
- 109. (Original) The method of claim 77 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation at a pressure sufficient to create or enhance at least one fracture therein.
- 110. (Original) The method of claim 77 wherein the acidizing treatment fluid is injected into the subterranean formation at a pressure sufficient to create or enhance at least one fracture therein.
- 111. (Original) The method of claim 77 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation prior to the acidizing treatment fluid.
- 112. (Original) The method of claim 77 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation simultaneously with the acidizing treatment fluid.
 - 113-186. (Canceled)
- 114. (New) A method of acidizing a subterranean formation penetrated by a well bore comprising:

providing a permeability-modifying aqueous treatment fluid comprising

a relative permeability modifier comprising a hydrophobically modified water-soluble polymer that comprises polar heteroatoms within the polymer backbone, wherein the hydrophobically modified water-soluble polymer reduces the permeability of the subterranean formation zone to an aqueous-based fluid;

providing an acidizing treatment fluid;

injecting the permeability-modifying aqueous treatment fluid into the subterranean formation zone; and

injecting the acidizing treatment fluid into the subterranean formation zone so that the hydrophobically modified water-soluble polymer present in the subterranean formation diverts the acidizing treatment fluid to another subterranean formation zone.

- 115. (New) The method of claim 114 wherein the permeability-modifying aqueous treatment fluid further comprises an aqueous-based fluid.
- 116. (New) The method of claim 114 wherein the relative permeability modifier has a molecular weight in the range of from about 100,000 to about 10,000,000.
- 117. (New) The method of claim 114 wherein the polar heteroatoms present within the polymer backbone of the hydrophobically modified water-soluble polymer are selected from the group consisting of oxygen, nitrogen, sulfur, and phosphorous.
- 118. (New) The method of claim 114 wherein the hydrophobically modified water-soluble polymer is present in the permeability-modifying aqueous treatment fluid in an amount in the range of from about 0.02% to about 10% by weight of the permeability-modifying aqueous treatment fluid.
- 119. (New) The method of claim 114 wherein the hydrophobically modified water-soluble polymer is a reaction product of a hydrophilic polymer that comprises a polymer backbone comprising polar heteroatoms and a hydrophobic compound.
- 120. (New) The method of claim 119 wherein the hydrophilic polymer is selected from the group consisting of a cellulose, a polyamide, a polyetheramine, a polyhydroxyetheramine, a polysulfone, and a starch.
 - 121. (New) The method of claim 120 wherein the starch comprises a cationic starch.
- 122. (New) The method of claim 119 wherein the hydrophobic compound is selected from the group consisting of an alkyl halide, a sulfonate, a sulfate, and an organic acid derivative.
- 123. (New) The method of claim 122 wherein the organic acid derivative is selected from the group consisting of an octenyl succinic acid; a dodecenyl succinic acid; and an anhydride, ester, or amide of octenyl succinic acid or dodecenyl succinic acid.
- 124. (New) The method of claim 119 wherein the hydrophobic compound has an alkyl chain length of from about 4 to about 22 carbons.
- 125. (New) The method of claim 114 wherein the permeability-modifying aqueous treatment fluid further comprises a gelling agent.

- 126. (New) The method of claim 125 wherein the permeability-modifying aqueous treatment fluid further comprises proppant.
- 127. (New) The method of claim 114 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation at a pressure sufficient to create or enhance at least one fracture therein.
- 128. (New) The method of claim 114 wherein the acidizing treatment fluid is injected into the subterranean formation at a pressure sufficient to create or enhance at least one fracture therein.
- 129. (New) The method of claim 114 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation prior to the acidizing treatment fluid.
- 130. (New) The method of claim 114 wherein the permeability-modifying aqueous treatment fluid is injected into the subterranean formation simultaneously with the acidizing treatment fluid.